

Cough, Cold and Allergy (Hay Fever) Remedies in Vietnam

September 2023

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Cough, Cold and Allergy (Hay Fever) Remedies in Vietnam - Category analysis

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2023 DEVELOPMENTS

Increase in cases of influenza drives strong growth of cough, cold and allergy (hay fever) remedies
Herbal/traditional cough, cold and allergy (hay fever) remedies continue to attract consumers' interest
Increase in air pollution supports demand for medicated confectionery

PROSPECTS AND OPPORTUNITIES

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